

affects the at least one presentation element based on the sensed at least one control element identifier, as recited in independent claim 1 and similarly recited in independent claim 9.

Instead, Baldwin merely discloses retrieving data such as x-ray films using bar codes. See for example, Baldwin, col. 2, lines 32-39. The Office Action admits that Baldwin fails to disclose the above-identified feature. However, the Office Action combines Baldwin with Furusawa to remedy these deficiencies of Baldwin.

Furusawa discloses a video presentation system whereby linkages between subjects and services in a video image is accomplished more easily. See for example Furusawa, col. 1, lines 63-65. In Furusawa the video data contains a subject with an identifier affixed thereto. See for example, col. 2, lines 51-53 of the Furusawa. A bar code analyzing unit or means 21 is connected to mouse 13 to receive the coordinate information. The Furusawa system evaluates the sequence of pixels either in the vicinity of the position on the raster or in the area which the user has selected and decides whether a particular pattern of the bar code is included or not in the sequence of pixels. If it is included, an identifier code is extracted for further analysis of the sequence of pixels. The bar code analyzing means then passes the identifier code contained in the bar code to the data requesting means. Thus, in Furusawa the bar codes are associated with transient video data appearing on the display. Thus, Furusawa discloses a system akin to a mouse which merely provides for the selection of transient video data or objects on a screen. This is clarified in for example, col. 5, lines 46-48 of Furusawa which indicate that the bar code reader is operated by directly rubbing it on the screen. Thus, it is clear that Furusawa simply does not disclose a tangible, sensible identification-carrying device comprising at least one presentation element identifier that identifies at least one presentation element, as recited in independent claim 1 and similarly recited in independent claim 9.

This Furusawa, which is directed to reading bar codes from transient image data appearing on the screen cannot be combined with Baldwin 987 since Baldwin 987 discloses the use of cards which do not appear on the screen. See for example, Figs. 1a and 1b of Baldwin 987. There is simply no suggestion as to why one of ordinary skill would be motivated to combine Furusawa with Baldwin 987. In fact, Furusawa teaches away from Baldwin 987 since the combination of these two references would simply not provide a workable system having the features of the claims recited above. Accordingly, Applicants respectfully request the withdrawal of the 35 U.S.C. §103(a) rejection of claims 1-15.

The Office Action rejects claims 16-20 under 35 U.S.C. §103(a) over Baldwin 987 in view of Furusawa and further in view of Baldwin (U.S. Patent No. 5,001,696). This rejection is respectfully traversed.

Applicants respectfully submit that Baldwin 987 alone or in combination with Baldwin 696 Furusawa simply does not disclose, teach or even suggest at least 1) a controller that selects the at least one presentation element identified by the at least one presentation element identifier and affects the at least one presentation element based on the sensed at least one controller element identifier; and 2) a display that displays the at least one selected presentation element, as recited in independent claim 1 and similarly recited in independent claim 9.

As discussed above, Baldwin 987 and Furusawa simply cannot be combined to achieve the features recited in the claims. The Office Action combines Baldwin 987 and Furusawa with Baldwin 696 to address the features of generating the tangible physical objects containing the identifiers.

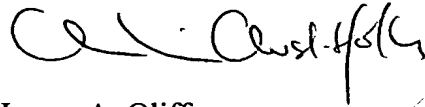
However, as discussed above, Furusawa merely discloses transient video data which is labeled with bar codes. Thus, as discussed above, the physical card and label generation of

Baldwin 696 cannot properly be combined with Furusawa. Moreover, contrary to the Office Action assertions, Furusawa simply does not disclose identifying a control element and performing a function on the data such as playing video pertaining to the data. In for example, col. 5, lines 36- col. 6, line 57, Furusawa merely discloses sending found data to a data management means and if the received data is video data displaying it on the screen and if the received data is not video data sending the data to the printer. This can be seen in for example, Fig. 4, element 25 which is a data distribution means for forwarding video data to video display means 26 or any other data to the print output 27/14. However, neither Fig. 4 nor the corresponding description of the figure discloses, teaches or even suggests at least 1) a controller that associates at least one controllable element with at least one control element identifier; and 2) a generator that provides a tangible, sensible identification-carrying device with the at least one control element identifier that identifies a function associated with the at least one controllable element, as recited in independent claim 16. Therefore, Applicants respectfully submit that independent claim 16 and independent claims 17-20 define patentable subject matter over Baldwin 987, Furusawa either alone or in combination with Baldwin 696. Accordingly, Applicants respectfully request the withdrawal of the 35 U.S.C. §103(a) rejection of claims 16-20.

Based on the foregoing, Applicants respectfully submit that all of the claims are directed to allowable subject matter and that the application is in condition for allowance.

Should the Examiner believe that anything further would be desirable in order to place this application in even better condition for allowance, the Examiner is invited to contact Applicants' undersigned representative at the telephone number listed below.

Respectfully submitted,



James A. Oliff
Registration No. 27,075

Christian Austin-Hollands
Registration No. 46,527

JAO:CAH

Date: May 21, 2001

OLIFF & BERRIDGE, PLC
P.O. Box 19928
Alexandria, Virginia 22320
Telephone: (703) 836-6400

<p>DEPOSIT ACCOUNT USE AUTHORIZATION Please grant any extension necessary for entry; Charge any fee due to our Deposit Account No. 15-0461</p>
